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Director's Message

NEW DIRECTOR POINTS OUT

SILVER LINING OF COMPANY LAYOFFS

By Brad Maughan

As the economy slows we are seeing increased traffic in our employment centers. Every week new layoffs are announced. As you know, both employees and employers suffer hardships.

Obviously, the employees face an instant loss of their paychecks. Generally this means tapping savings accounts, making tough choices concerning bills and/or finding work with a lower pay scale.

On the other hand, employers take a double hit. Not only does shrinking revenue and severance impact the bottom line and, in some cases, jeopardize cash flow, but after the storm, employers will again encounter the cost to hire and train. Even when employees return from layoffs, they do not automatically return to their former productivity level.

Now, let's take a look at a possible silver lining. If an employer is still in the hiring mode, the talent pool of applicants is very attractive. Many

educated, well-trained folks are currently seeking employment. It is believed that all levels of the organization are represented. Recently a job fair was held at our Downtown Employment Center (EC). I interviewed about half of the participating employers. There was a genuine euphoria amongst the group due to the overall quality and quantity of candidates. I am happy to report that manufacturing, service and retail were all represented. Openings from engineers and accountants to administrative and entry-level service were available. This is an excellent opportunity to match job seekers with job providers; and this is one of the many employment-related options available at the Department of Workforce Services (DWS).

For more information about these services, call the Business Services Center at (801) 468-0097. As job environment complexity increases due to unstable economics, the need for quality people increases proportionately.

Personally, I am new in this assignment and look forward to visiting many of you. The majority of my career has been in the private sector and I appreciate your challenges. I am pleased to have this opportunity to serve our community. As we proceed down the employment pathway, comments, questions and critiques are welcome.



Need help finding good employees?



We can help.

Connect your company to an effective and economical approach to your hiring needs. At "Utah's Job Connection," we offer one of the largest qualified talent pools in Utah. We also offer services such as

- Labor market information
- Employment practices consultation
- Downsizing consultation services
- Free or low cost seminars and workshops on subjects such as:
 - Sexual Harassment in the Workplace
 - Understanding Unemployment Insurance
 - Utah's New Hire Registry
 - and more!

What if you could access all of this information, for absolutely **FREE**? You can! Call us now at **1-888-920-WORK** or visit our website at www.dws.state.ut.us.

Kitchen Table Economics

**New LMI Newsletter is for
Everyone**

By Connie Blaine

Economic Information Coordinator

The Workforce Information Division of DWS is proud to introduce it's newest newsletter, **TrendLines, Perspectives on Utah's Economy**. This "plain English" bi-monthly newsletter offers "kitchen table economics" for all labor market information users: business people, human resource specialists, planners, educators, job seekers, legislators, or anyone who likes to stay informed. **TrendLines** takes all the current complex economic data and distills it into a user-friendly format-no jargon, or tables loaded with numbers. For those wanting more information or detail, each article will have Internet addresses listed at the end, to link the reader with more data on the topic.

Each issue of **TrendLines** will contain regular features: A Metro section focusing on the Wasatch Front; "The Other Utah" section highlighting nonurban areas; national economic news affecting Utah; a highlighted county (first issue is Cache County), two feature articles on current issues; one from a DWS economist, and one from a "guest writer"-such as an economist from the Governor's Office of Planning and Budget. A Department page will convey news from various divisions within DWS, and letters to the editor will be included in future issues.

Each **TrendLines** issue will have a theme, such as "The Economic Impact of the Olympics" (next issue), "The Economic Outlook for Utah," and more.

The pilot issue is both on the web at <http://wi.dws.state.ut.us/pubs/trendlines/t10801.pdf>, and available in print. To get a free copy, or to get on the mailing list, call 801-526-9786, or e-mail us at cblaine@ws.state.ut.us. Enjoy!

Employment Law Seminar

By Kim Auberger

The Salt Lake Employer Committee (SLEC) along with United Parcel Service will sponsor an Employment Law Seminar on Tuesday, October 16 at the Little America Hotel, in Ballrooms B & C, from 11:30 - 1:30 p.m. Guest speaker will be Ms. Elisabeth R. Blattner, a shareholder in the Labor and Employment Department and the Litigation Department of Parsons Behle & Latimer.

Ms. Blattner will be presenting on ADA & FMLA: Alone and in Tandem. The presentation will cover employer and employee duties and responsibilities under each act; which type of leave is appropriate; medical contact; reduced schedules; returning to work; cross-over circumstances between the two acts, etc. Ms. Blattner will also

site recent court decisions, which will assist you, as an employer, in making the best choices for your company and your employees, when dealing with medical issues. Ms. Blattner's employment law practice is devoted to counseling employers on compliance with employment laws, conducting training programs for managers,

supervisors and employees, and defending employers in connection with employee charges, claims and lawsuits brought in the areas of wrongful discharge, breach of contract, Title VII, ADEA, ADA, FMLA and ERISA. For more information regarding this seminar, please visit our website at www.dws.state.ut.us.



Opens in Murray

West Valley City and DWS Team Up

By Sherrill Chapman

By Bill Kreifeld

Tommie's Donuts held its grand opening early on Friday, August 24 for its newest location in Murray (5692 South 900 East). DWS proudly assisted the store in its staff recruitment.

Tommie's Director of Development and Murray Manager Cal Simmons and partner Fred Johnson were thrilled with the turnout; approximately 75 people were standing in line outside when Tommie's opened at 6 a.m. The traffic continued for hours. In the evening, a band played for a parking lot dance, fueled by two-dozen varieties of hot donuts.

Just before the 9 a.m. ribbon-cutting by Simmons and Murray Mayor Dan Snarr, the customer line flowed into the parking lot. Twenty members of Murray's Chamber of Commerce, led by Executive Director Renee Forshee, welcomed the city's newest business and presented Tommie's with a membership plaque.

Recently, Tommie's launched yet another store in Centerville. DWS assisted with the staff recruitment and hiring of 19 employees.

West Valley City and DWS once again hosted a general job fair on Thursday, September 20th at the Valley Fair Mall. These fairs, co-sponsored by local city government, have proven to be successful bringing upwards of 3,000+ job seekers and over 40 employers to such events.

This fall's event will be held from 11:00 a.m. to 5:00 p.m. and will also highlight some of the job seeker services available at our employment centers (Job Seeking Skills Workshops, Veterans' Services and Temporary Labor Office). For a current list of participating employers, or for information regarding other upcoming events, please log in to our website at www.dws.state.ut.us.

Office Job Fair

By Stephen Chesley

In many aspects, August 16 was just like any other summer day in downtown Salt Lake City. Yet great things, such as DWS' semiannual downtown office job fair, were happening.

The downtown office (158 South 200 West) hosted a general job fair

visited with and took applications from over 900 job seekers. In addition to meeting with employers, many job seekers also attended job search workshops that were being presented



that drew participants, both employers and job seekers, from throughout the Salt Lake, Tooele and Davis counties. Eighteen employers participated in the job fair. Employers from various sectors of industry



in conjunction with the job fair.

Both employers and job seekers were pleased with the organization and results of the fair. Many of the employers commented that they were happy to have a job fair in the middle of downtown Salt Lake that was accessible to both residents of Salt Lake and those who work in the downtown area. In addition, they noted that the central location attracted job seekers from Tooele and Davis counties.

Perhaps the most beneficial out-

come of this job fair was that so many people were introduced to DWS' forgotten employment center. The downtown office is DWS' best kept secret. Since it is located in the middle of Salt Lake City, it draws job seekers from many parts of the valley.

The professional and dedicated staff are committed to helping both job seekers and employers with their employment needs.

As one participant stated, "The downtown office is the best location for a job fair and the staff are the best in all of Utah."

Blomquist Hale Partners with DWS

By Kim Auberger

The Department of Workforce Services (DWS) is committed to helping customers find jobs, and after being placed, to maintain those jobs. DWS recognizes that many issues can impact a person's success on the job. Personal and life problems significantly impact performance, productivity, absenteeism, sick leave utilization, medical costs, turnover and safety. With this in mind, DWS has

contracted with Blomquist Hale Consulting Group to provide an Employee Assistance Program (EAP) for all eligible TANF (Temporary Aid to Needy Families) customers who have recently left the public assistance roles for employment.

Employer Services

The EAP is available to help employers effectively address problems relating to workers who may face barriers that prevent their success in the workplace. Prior to taking

disciplinary action, an employer has access to professional counselors and other resources to aid them in problem resolution. The employer needs only to call the EAP for consultation. All services are paid for by DWS.

To find out more about this program, call (801) 262-9619 or toll free (800) 926-9619. Please mention that you are an employer of a TANF customer.

Boost Your Website Traffic

using the SuperTips Internet Marketing Articles

Want to know how to boost your internet traffic? Read on! Without a doubt the most powerful method of attracting visitors to your website - and keeping them there - is by providing useful free information.

Articles which explain how to make money, or save money, or improve your business, or save time are always in demand.

You will suddenly find that more and more sites will start linking to your site when you provide valuable information.

The Supertips Internet Marketing articles are available for you to freely provide this information - and here are some effective ways of using them to promote your own business.

Example 1

Choose an article that will appeal to your readers, for example "How to Profit on the Internet." Make a copy of this report and put it on a new page at your website. Before the start of the report and at the end you publicize your own promotion with an eye-catching link or banner, for example:

"Click here for our TOP selling product."

or

"Purchase before the end of the month - and SAVE 30%."

On your main page where you are providing links to the rest of your website add a line referring to this new page, for example:

"Click here for today's SPECIAL Free report."

or

"Click here for our Free report - How to Profit on the Internet."

or

"Click here for a Free report to BOOST your online sales."

This is bound to incite the curiosity of your readers. They link to the report, they find the content useful and feel that you have offered a bonus instead of just a sales pitch. They will then be inclined to click to your special links.

You can also promise that there will be another report next week, you can simply rotate reports and at the same time set up different links or banners for your own products.

Example 2

This is variation of Example 1 but instead of choosing one particular report you simply refer to the whole collection, for example:

"Click here for a FREE collection of great Internet Marketing articles, guaranteed to boost your on-line business."

This will lead to a page where you refer to the collection at <http://www.supertips.com/art/list.htm> but again you surround this with your own promotions.

Example 3

Mention in your ads or sales letters that there is a collection of articles and point to the page you have set up in Example 2. You can also see EXACTLY how other sites are using these simple free ideas. They are listed on one page and you can find it at www.supertips.com/art/lista.htm. The information in this article plus much more is available free of charge; simply list the website and/or author as your resource.

KUDOS

"I would like to express my sincere thanks for all the help and support you and your staff rendered during our mass hire and orientations. I believe you went above and beyond the call of duty by...allowing us to use your personal office...giving us full and complete access to your facility...We truly could not have done it all without you. Thanks again."

Tim Zavala

Store Manager, Lowe's Home Improvement Warehouse

"DWS has been a very important part of St. George Target's successful opening. From the very beginning they helped us with every need...The St. George Target Team was also very grateful to be able to use the DWS building and supplies...we used their resources several times, for meetings, orientations and interviews. DWS is an excellent organization and we greatly appreciated their assistance in opening our Target store."

Sharlyn Schofield

Team Relations Leader

"Hiring for our new store was such a success. We were very pleased with the services DWS has to offer."

Terri Eagan Harmons

"Thank you and your staff for the ongoing support in eBay's efforts to recruit qualified individuals. The commitment your team displayed in an effort to meet our aggressive deadline was most appreciated (and also proved that you understand what it is like to work on Internet time.)"

Lynn Hardin
eBay

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Salt Lake City, UT 84111

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.....Events Calendar and Important Phone Numbers.....

October:

- 2nd - 4th - South Valley Business Expo
- 8th - Columbus Day
- 16th - SLEC Seminar held at Little America Hotel
- 17th - General Job Fair at Midvale E.C.
- 31st - Halloween

NOVEMBER:

- 12th - Veterans' Day Observed
- 14th - Better Your Business Workshop
- 15th - Veterans' Job Fair at Downtown EC
- 22nd - Thanksgiving Holiday

DECEMBER:

- 5th - SLEC Meeting
- 25th - Christmas Holiday

For additional information regarding upcoming events, visit us at www.dws.state.ut.us

BETTER YOUR BUSINESS WORKSHOPS: free informational meetings for employers regarding programs available to them. Meetings are held at 1385 S. State St., from 7:30 am - 9:00 am. Pre-registration is required.

Important Phone Numbers:

Business Services Line:801-468-0097
Child Care Outreach:801-526-4342
Contributions:801-526-9235
Labor Market Info:801-526-9340
New Hire Reporting:801-526-4361
Rapid Response:801-526-4312
UI Benefit/Tax Info.:800-222-2857
DOL Wage/Hour Div.:801-524-5706
Utah Labor Commission:801-530-6801
Workforce Council:801-468-0095
WOTC Tax Credit:801-526-9484

Business Consultants:

Connie Carter801-567-3940
Sherrill Chapman801-269-4762
Gregory Dockery801-536-7173
Stephen Chesley801-524-9272
Trina Griffith435-833-7327

SALT LAKE & TOOELE EMPLOYER COMMITTEE SEMINARS: quarterly luncheon presentations (\$15 to \$25 per person) on Labor Law, Hiring Rights, Recruitment & Retention, etc. For information go to www.dws.state.ut.us or call (801) 468-0097.